Taos Regional Airport
Air Service Proposal

TAOS AIR

Setting the Stage – August 2017

- Town of Taos opens a new 8,600’ cross-wind airport runway on August 25, 2017. The runway has the capacity to accept planes as large as regional jets.

- Town of Taos envisions the **airport as a driver of economic diversity** for the region by providing access to major markets and the film, technology, manufacturing and tourism industries among others.

- Town of Taos and Taos Ski Valley (TSVI) agree to collaborate and explore solutions to deliver air service.

TAOS AIR

TOT + TSVI = Taos Air

- **2018**: Successful launch of winter service to Austin & Dallas markets
- **2019**: Successful addition of winter service to Los Angeles & Carlsbad/San Diego markets
- **2020**: Summer service to Texas markets planned but cancelled (Covid-19)
- **2021 – 2022:** Summer, fall & winter service to TX and CA (4 markets) - ***proposed***

TAOS AIR

TAOS AIR

The Fastest, Easiest Route to the Rockies!

- Fleet consists of two 30 passenger Dornier 328 jets to provide regional air service under the name **Taos Air**.
- Scheduled, charter air service under FAA Part 135 and DOT 380
- Tailored to provide local community access with reasonable fares for all
- Semi-private & convenient flight experience
- World's first carbon-neutral air service
- Flights operated by Advanced Air

Dornier 328 – 30 passenger jet

- Perfect plane for Taos Regional Airport
- Largest plane allowed for scheduled service based on airport status

- Air service with commercial jets with 50+ passengers would take years to realize due to required airport upgrades and FAA approvals.
- Smaller planes would not make as much of an economic impact

TAOS AIR

Public Private Partnership

Significant investments from public and private sectors have been made to make current and future air service at Taos Regional Airport viable:

- Runway & tarmacs
- Utilities
- Airplanes
- De-icing equipment
- Marketing grants
- Airport master plan
- New Terminal building (planning)

Left to Right:
Taos Air Rep. Chaz Rockey
State Senator Bobby Gonzalez
Town of Taos Mayor Daniel Barrone
Lieutenant Governor Howie Morales
Taos Ski Valley CEO David Norden

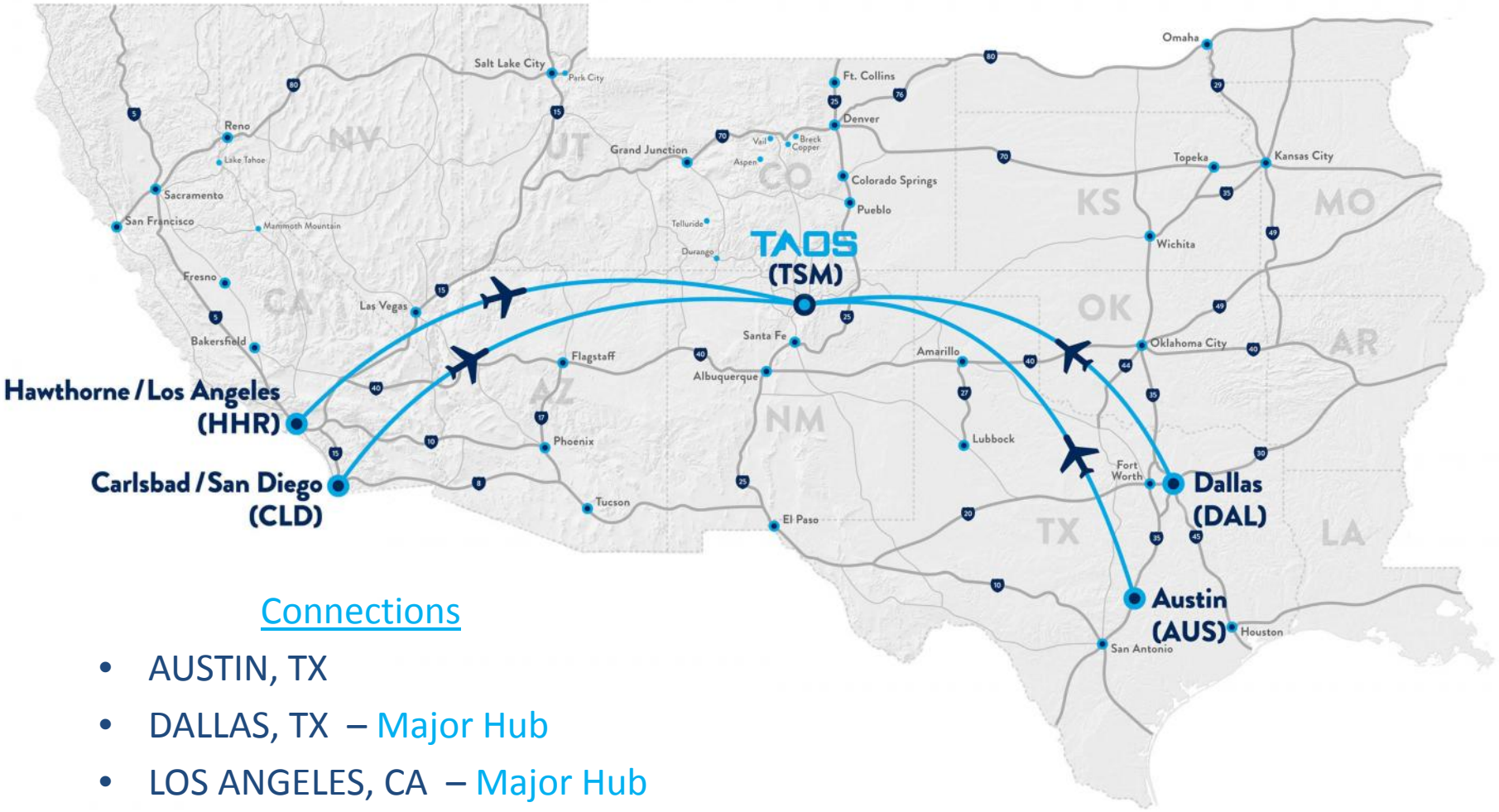
TAOS AIR

Economic Impact (independent survey results)

- 2018 - 2019 Winter (2 markets)
  - 75% load factor (TX)
  - Visitation 50% TSV/50% EC
  - $2.5m regional economic impact
- 2019 -2020 Winter (4 markets)
  - 75% load factor (TX)
  - 50% load factor (CA)
  - $4.2m economic impact (impacted by suspension of service due to Covid)
- Anticipate summer/fall visitation
  - 75% Enchanted Circle
  - 25% Taos Ski Valley

TAOS AIR

Proposed Service



Connections

- AUSTIN, TX
- DALLAS, TX – Major Hub
- LOS ANGELES, CA – Major Hub
- SAN DIEGO/CARLSBAD, CA

TAOS AIR

Proposed Service

	Year 1: 2021 - 2022	Year 2: 2022 - 2023	Total
Markets	4	4	4
Dates Summer Winter	 7/1 – 9/30 12/17 – 3/31	 7/1 – 10/7 12/18 – 3/31	
Weeks *Summer* *Winter*	28 *13* *15*	29 *14* *15*	57 *27* *30*
Frequency Summer Winter	 2x 3x	 3x 3x	
Seats Avail	17,160	20,160	37,320
Load Factor	61%	68%	65%
In-bound Pax	5,235	6,855	12,090

CITIES (AIRPORTS)

- AUSTIN (AUS)
- DALLAS (DAL)
- LOS ANGELES (HHR)
- SAN DIEGO (CLD)

TAOS AIR

Community Investment & Returns

INVESTMENT

- Investment: Fixed amount of $1.5m per year for two years by Enchanted Circle Counties & Municipalities
- Funding sources: Federal American Rescue Plan & Lodgers Tax

RETURNS

- $10 - 12m of annual economic impact
- Diversification of local economy (capital investment & jobs)
- Access to four major markets for local residents and second home owners at competitive fares

TAOS AIR

Regional Support of Air Service

- Regional air service is challenging to operate financially due to high fixed costs, the smaller size of planes (30 passengers), long distance of its routes and the desire for competitive fares. As a result, financial support of the service is needed.

- Community financial support of air service is common and ongoing:
  - Hobbs, NM - $1m+/year
  - Santa Fe, NM - $600k for Phoenix route
  - Steamboat, CO - $2 – 4m/year
  - Sun Valley, ID - $3m/year via local tax
  - Reno, NV/Tahoe, CA

- Robust regional air service programs take years to implement. The federal funds currently available give the Enchanted Circle a head start to establish & stabilize service while a long-term air service funding mechanism is developed.

TAOS AIR

The Time is Right

- Light at the end of the pandemic tunnel
- Economic recovery is a regional priority in the short and long-term
- Investment in air service is a proven economic diversifier and stimulator
- Taos Air is a proven model that represents the region well

TAOS AIR

Thank you!